

Marie Louise Radanielina-Hita, PhD.
Lecturer and Researcher
HEC-MONTREAL
Department of Marketing
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EDUCATION

- 2008-2012 Ph.D. in Communication
Area of specialization: Health Communication
Edward R. Murrow College of Communication
Washington State University
- Dissertation: The effects of alcohol advertising on college students' behaviors: Using family communication as a protective factor against heavy drinking and risky sexual behaviors*
- 2006-2008 M.A. in Speech Communication
(with dual foci on relational and intercultural communication)
Department of Speech Communication
University of Georgia
- Thesis: A cross-cultural approach to serial arguing in dating relationships: The case of Malagasy romantic partners.*
- 2002-2006 Diplôme d'Etudes Approfondies (DEA) in Sociolinguistics
1999-2001 Maîtrise ès-Lettres in Sociolinguistics
1996-1998 Licence ès-Lettres, option Anglophone Studies
Department of Anglophone Studies
University of Antananarivo
Madagascar

INTERESTS

Research topics: 1) Advertising 2) social marketing, 3) intercultural communication 4) media and youth, 5) digital literacy, 5) family communication, 6) ethical communication, 7) Public policy.

Teaching interests: 1) Integrated marketing communications (IMC), 2) brand management, 3) research method, 4) public relations, 5) health promotions, 6) intercultural communication.

COMMITTEES

- 2016 Member of the board of the Ethics Council of the Alcoholic Beverage Industry in Québec (<http://conseilethique.qc.ca/en/ethics-council.php>)

2015 Member of the Scientific Committee of Public Health Association of Québec – issues related to alcohol.

AWARDS, HONORS, GRANTS

- 2017 Grant on the use of social marketing to prevent youth's online radicalization (\$144,900 for 4 years) awarded by the Canadian Social Sciences and Humanities Research Council (SSHRC).
- 2015 My Integrated Marketing Communication class (MKG 5327) was cited as an example in an online publication (<http://isarta.com/infos/?p=22613>) as the communication plan we developed for a non-profit organization in Québec was implemented at the national level.
- 2012 Top 4 students in Excellence in Research - Graduate Student Awards, Edward Murrow College of Communication, Washington State University.
- 2012 Nominated for the Harriet B. Rigas award for outstanding women in Ph.D. programs, Washington State University.
- 2011 Travel grant for the 2011 annual AEJMC convention, Communicating Science, Health, Environment, and Risk Division Division/Interest Group, St. Louis, MO.
- 2011 Finalist in the Excellence in Research - Graduate Student Awards, Edward Murrow College of Communication, Washington State University.
- 2009 Top Student Paper Award - Intercultural and International Division, National Communication Association, Chicago, IL.
- 2005 Travel grant for the International Student Festival in Trondheim, *ISFIT*. Trondheim, Norway.
- 2004 Travel grant for the first world conference in communications in the field of tourism Madrid, Spain.

PUBLICATIONS

Refereed Publications:

Grégoire, Y., Legoux, R., Tripp, T., **Radanielina-Hita, M. L.**, Joireman, J., & Rotman, J. (2019). What Do Online Complainers Want? An Examination of the Justice Motivations and the Moral Implications of Vigilante and Reparation Schemas. *Journal of Business Ethics*, 160 (1), 167-188.

Radanielina Hita, M.L., Ioannis Kareklas & Bruce Pinkleton (2018). Parental Mediation in the Digital Era: Increasing Children's Critical Thinking May Help Decrease Positive Attitudes toward Alcohol, *Journal of Health Communication*, 23:1, 98-108.

*Article reported in the *Desert News, Salt Lake City, U.S.:*
<https://www.deseretnews.com/article/900008754/funding-at-risk-for-program-that-equips-parents-to-combat-underage-drinking.html>.

Austin, E., Pinkleton, B., **Radanielina Hita, M.L.**, & Ran, W. (2015). The Role of Parents' Critical Thinking About Media in Shaping Expectancies, Efficacy and Nutrition Behaviors for Families. *Health Communication, 30*, 1256-1268.

Radanielina Hita, M.L. (2014). Parental Mediation of Media messages Does Matter: More Interaction about Objectionable Content Is Associated with Emerging Adults' Sexual Attitudes and Behaviors. *Health Communication, 1-15*.

Radanielina-Hita, M.L. (2010). Let's Make Peace! A Cross-Cultural Analysis of the Effects of Serial Arguing Behaviors In Romantic Relationships: The case of Malagasy Romantic Partners. *Journal of Intercultural Communication Research, 39*, 81-103.

Articles under Review:

Radanielina Hita, M.L., Tanguay, S, Senecal, S., & Grégoire, Y. Need for Social Interaction: Conceptualization, Measurement, and Influence on Self-Service Technology Adoption. *Journal of Services Marketing (Under review)*.

Tan, A., James, L., Dalisay, F., Zhang, Y., Eun-Jeong, H., **Radanielina Hita, M.L.**, Merchant, M. Credibility of Black and White Journalists and their News Reports on a race-coded issue. *Mass Communication and Society (Revise and resubmit)*.

Tan, A., James, L., Dalisay, F., Zhang, Y., Eun-Jeong, H., Merchant, M. & **Radanielina Hita, M.L.** Media Use and Value Orientations of High School Students in South Korea. (*Under review*) *Journal of International & Intercultural Communication*.

Other publications:

Grégoire, Y., **Radanielina-Hita, M.L.**, & Simon Lord (2019), «Reconnaître et gérer les conciliateurs et justiciers du web», *Gestion*, 43 (4).

Radanielina-Hita, M.L., Pinkleton, B. «The effect of media literacy on the prevention of obesity: What do we know and where do we go from there?». Invited submission by the editors of *Obesity Report*, Fall 2020.

Refereed Conferences:

Radanielina Hita, M.L., Grobert, J., Grégoire, Y., Sénechal, S. «Using social marketing to prevent violent radicalization». Paper presented at the annual convention of the *American Marketing Association*, San Diego, California, United States, February 2020.

Radanielina Hita, M.L., Grobert, J., Chamsine, C., Nafis, H., Grégoire, Y., Sénechal, S. «Using Critical thinking to prevent online violent radicalization». Panel accepted for presentation at the annual convention of the *Consumer Transformative Research Association*, Tallahassee, Florida, United States, May 2019.

* Research works presented at these panels will be submitted for publication in a special issue of the *Journal of Public Policy & Marketing*.

Radanielina Hita, M.L., Grobert, J., Chamsine, C., Nafis, H., Grégoire, Y., Sénécal, S. «Using Critical thinking to prevent online violent radicalization». Accepted for presentation at the annual convention of the AMA Marketing and Public Policy Conference, D.C. June 2019.

Radanielina Hita, M.L., Grégoire, Y., Millett, K. et al. «Using social marketing to prevent young Westerners' vulnerability toward violent radicalization». Presented at the annual convention of the AMA Marketing and Public Policy Conference, Ohio June 2018.

Tanguay, S, Senecal, S., & **Radanielina Hita, M.L.,** Grégoire, Y. Need for Social Interaction: Conceptualization, Measurement, and Influence on Self-Service Technology Adoption. Accepted for presentation at the Service Frontiers Conference, Austin, Texas.

Radanielina Hita, M.L., Grégoire, Y., Millett, K. et al. «Using social marketing to prevent young Westerners' vulnerability toward violent radicalization». Presented at the annual convention of the AMA Marketing and Public Policy Conference, Ohio June 2018.

Radanielina Hita, M.L, Kareklas, I. & Pinkleton, B. «Parental Mediation in the Digital Era: Increasing Children's Critical Thinking Toward Pro-Alcohol Messages May Help Decrease Alcohol-Related Behaviors». Presented at the annual convention of the Marketing and Public Policy – American Marketing Association, Washington DC, June 1-3, 2017.

Radanielina Hita, M.L, Kareklas, I. & Pinkleton, B. «Parental Mediation in the Digital Era: Increasing Children's Critical Thinking Toward Pro-Alcohol Messages May Help Decrease Alcohol-Related Behaviors». Paper presented at the annual convention of the American Academy of Advertising, Boston, MA, March 23-27, 2017.

Radanielina Hita, M.L Member of a panel on the prevention of risky behaviors: «Negotiating Temptation: Possible protective and risk factors associated with the effects of sexual media content» Annual convention of Association for Education in Journalism and Mass Communication *or AEJMC*. Minneapolis, August 4, 2016.

Radanielina Hita, M.L. «Understanding the effects of alcohol-related content conveyed through traditional and social media on youths' alcohol-related behaviors: A comparison of Québec and the U.S». Presented during the «19es Journées Annuelles de Santé Publique» (JASP). Montréal, December 8-9, 2015.

Tan, A., James, L., Dalisay, F., Yiyi, Z., Eun-Jeong, H., Merchant, M. & **Radanielina-Hita, M.L.** «Credibility of black and white journalists and their news reports on a race-coded issue» Paper presented at the annual convention of Association for Education in Journalism and Mass Communication *or AEJMC*. San Francisco, August 6-9, 2015.

Kopaneva, I. & **Radanielina-Hita, M.L.** «Understanding informal conflict facilitation in the workplace». Paper presented at the annual convention of the National Communication Association, Orlando, Florida. November 15-18, 2014.

Austin, E., Pinkleton, B., **Radanielina-Hita, M.L.** & Weina, R. «The Role of Parental Skepticism toward Media for Family Dietary Behaviors». Paper presented at the annual meeting of the International Communication Association, Phoenix, AZ, May 2012.

Austin, E., Pinkleton, B., **Radanielina-Hita, M.L.** & Weina, R. «Role of Family Communication Style, Coviewing and Mediation in Family Nutrition Efficacy and Behavior». Paper presented at the annual AEJMC convention, Communicating Science, Health, Environment, and Risk Division Division/Interest Group, August 2011, St. Louis, MO.

Tan, A., James, L., Dalisay, F., Yiyi, Z., Eun-Jeong, H., Merchant, M. & **Radanielina-Hita, M.L.** «Media Use and Value Orientations of High School Students in South Korea» Paper presented at the 2010 National Communication Association Convention, San Francisco.

Radanielina-Hita, M.L. «Let's Make Peace! A Cross-Cultural Analysis of the Effects of Serial Arguing Behaviors In Romantic Relationships» *. Paper presented at the 2009 National Communication Association Convention, Chicago, IL.

* **Top Student Paper Award**

WORK EXPERIENCE

Academic Positions:

2016-present Researcher and Senior Lecturer
HEC Montréal, Canada

Courses taught:

- Propaedeutics in Marketing (Graduate course offered in English and French)
- Brand Management Class (Advanced undergraduate course)
- Average teaching evaluations (last three courses): 3.5/4.
- Marketing Communications

2014-2016 Adjunct Professor
ESG-UQAM – Montréal, Canada

Courses taught:

- Integrated Marketing Communications (course offered in English and French)
- Average teaching evaluations (last three courses): 3.25/4

2012-2013 Postdoctoral researcher in Marketing
McGill University, Montréal, Canada
Desautels Faculty of Management

- I worked on two projects related to nutrition: 1) Foundational Work for a Brain-to-Society Diagnostic for Prevention of Childhood Obesity and its Chronic Diseases Consequences, and 2) Mapping the ManyTime Scales and Mechanisms of Advertising Impact on Motivated Choice.

01/10- 05/12 Research Assistant
Murrow Center for Media and Health Promotion
Edward R. Murrow College of Communication
Washington State University, USA

- I worked on two projects: 1) Family Communication and Media Literacy as socio-ecological response to address obesity problems among children, and 2) Adolescent and Young Adult Responses to Television Ads for Alcoholic Beverages: A Receiver-Oriented Message Analysis.

- 2010-2011 Graduate Instructor
Washington State University, USA
Courses taught:
- Public Speaking
 - Principles of Public Relations (Advanced undergraduate course)
 - Quantitative Research Method (Advanced undergraduate course)
 - Average teaching evaluations (last three courses): 4.37/5
- 2007-2008 Graduate Instructor (course taught 4 times)
University of Georgia, USA
Courses taught:
- Introduction to Interpersonal Communication

Non-academic Work Experience:

- 2005-2006 Advertising Assistant
Department of Marketing
Courts Madagascar, a retailer company
Antananarivo – Madagascar.
- 03/04-2005 Personal Assistant to the General Manager
Courts Madagascar, a retailer company
Antananarivo – Madagascar.
- 2002-03/04 Press attaché to the Minister of Tourism
Antananarivo – Madagascar.

SERVICE TO THE FIELD

Collaborations with Non-profit Organizations and Government Bodies

- 06/16 I was invited by Dr. Lessard, the Director of the Québec Health Region Montréal South, to talk about the utility of social marketing in preventing risky behaviors.
- Spring 2016 Developing an Integrated Marketing Communications (IMC) plan for the Québec Health Region Montréal South (CIUSS).
- Fall 2014 Developing an Integrated Marketing Communications (IMC) plan for the *Centre d' Action Bénévole de Montréal* (Volunteer Bureau of Montréal).
- The students I supervised in the Integrated Marketing Communications course (Fall 2014) developed an IMC plan to promote volunteerism among 18 to 25-year olds in Québec. The IMC campaign was launched in September 2015 and sponsored by Québecor, the Canadian leader in telecommunications, entertainment, news media and culture.

Reviewer in Academic Journals

08/17 Journal of Public Policy & Marketing
10/15 European Journal of Marketing
03/15 Health Communication

Reviewer in Conferences

2016 American Academy of Advertising
2014 International Communication Association

PROFESSIONAL ASSOCIATIONS

American Academy of Advertising (AAA)
Association for Education in Journalism and Mass Communication (AEJMC)
American Marketing Association (AMA)

PROFESSIONAL DEVELOPMENT

PSCHY 516: Applied structural equation modeling: Dr. Leonard G. Burns (Spring 2010)
Department of Psychology, Washington State University
EDPSYCH 511: ASSESSMENT TEST: Dr. Brian French (Spring 2010)
Department of Education, Washington State University
PSYCH 515: MULTILEVEL AND SYNTHESIZED DATA: Dr. Craig Parks (Fall 2010)
Department of Psychology, Washington State University
PSYCH 514: PSYCHOMETRICS: Dr. Leonard G. Burns (Fall 2009)
Department of Psychology, Washington State University
PSYCH 512: EXP DESGN: Dr. Craig Parks (Spring 2009)
Department of Psychology, Washington State University
PSYCH 511: EXP DESIGN: Dr. Craig Parks (Fall 2008)
Department of Psychology, Washington State University

REFERENCES

Dr. Bruce Pinkleton

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Edward Murrow College of Communication
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Washington State University
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Dr. Sylvain Sénechal

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